

FY 2015 Traffic Enforcement Plan



June 2014

BACKGROUND

Ongoing enforcement programs to reduce fatal and serious crash injuries and increase seat belt use have proven successful in Michigan. Alcohol-involved fatalities have seen a slight decline in the past five years from 299 in 2009 to 284 in 2013, a five percent reduction. A University of Michigan Transportation Research Institute (UMTRI) study shows this reduction has saved taxpayers more than 55.5 million dollars.

Since 2009, the last year Michigan led the nation in seat belt use, seat belt use has dropped from 98 percent to 93 percent, and fatalities have increased 8 percent from 871 to 951. Every 1 percent increase in seat belt use results in 10 lives saved and 100 serious injuries are prevented. Seat belt enforcement efforts must remain visible to create general deterrence and ultimately change driver behavior.

High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. On an annual basis, OHSP reviews crash data and identifies locations to fund cooperative overtime enforcement focusing on impaired driving and seat belt compliance particularly during statewide mobilizations and crackdowns. Enforcement focuses on peak crash times to make the best use of the funding available.

An emphasis on enforcement of impaired driving and safety belt laws remains the most promising means to reduce traffic deaths and injuries.

The key to success for impaired driving and seat belt programs is high visibility enforcement. Educational messages, when coupled with periodic, high visibility enforcement, bring about meaningful and lasting behavior change.

The National Highway Traffic Safety Administration (NHTSA) has developed a model for conducting high visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. The Office of Highway Safety Planning adopted this model as the basis for its enforcement strategy.



GOALS

1. Increase the observed statewide safety belt use rate to 98% by December 31, 2016.
2. Reduce fatalities and incapacitating injuries to unrestrained vehicle occupants by 4% from the normalized 2013 value based on 2006-2010 trend data by December 31, 2016.

3. Reduce fatalities and incapacitating injuries involving alcohol by 4% from the normalized 2013 value based on 2006-2010 trend data by December 31, 2016.

SEAT BELT AND IMPAIRED DRIVING ENFORCEMENT



Grant-funded Year-round Enforcement

NHTSA requires participation in a seat belt enforcement mobilization over two weeks surrounding the Memorial Day holiday and an impaired driving crackdown over three weekends surrounding Labor Day.

A 2008-2012 review of fatal and serious injuries involving alcohol and to unrestrained occupants was used to identify where grant-funded enforcement has the best potential to impact traffic crashes, fatalities, and injuries. Based on this analysis, the overtime enforcement plan will include law enforcement agencies in 26 high-crash counties during the following enforcement periods:

Mandatory enforcement periods will be:

- October 27 – November 9 – impaired driving and seat belt
- March 17 – April 6, 2015 – impaired driving
- May 18 – May 31, 2015 - seat belt
- July 1 – July 12, 2015 – impaired driving and seat belt
- August 21 - September 7, 2015–impaired driving and seat belt

In addition to the enforcement periods above, if funding is available seat belt and impaired driving enforcement may be allowed throughout the summer from June 1 through September 26, 2015.

More than 150 state, county, and local law enforcement agencies in 26 counties will work together to enforce traffic safety laws, reaching up to 79 percent of the state's population. Fifteen counties in the Central/Lower Peninsula, two counties in Northern Lower Michigan and four counties in the Upper Peninsula with the highest rankings were identified. It should be noted that Memorial Day will include an additional 24 counties and up to approximately 100 additional police agencies for a total of up to 50 counties working seat belt enforcement. This expansion will cover 90 percent of the state's population.

The Office of Highway Safety Planning (OHSP) awards cooperative traffic enforcement grants. A lead agency is identified in the selected county and invites other local law enforcement agencies to participate. The number of agencies in a county-cooperative grant ranges from one to thirteen.

The Michigan State Police (MSP) conducts enforcement through grants with each of seven districts that provides funding for additional enforcement to the posts in the identified counties.

During the seat belt enforcement period over Memorial Day, grant-funded safety belt enforcement zones will take place in high-traffic or high-crash areas. Portable signs will mark the entry into an enforcement zone where a law enforcement officer will serve as a spotter to identify unbelted drivers, conveying the information to several marked patrol vehicles that stop drivers and issue citations.

Agencies may be allowed to conduct a modified seat belt enforcement zone (no spotter) as long as visibility is maintained. A high crash or high traffic corridor will be identified, signs will be posted, and officers will conduct saturation patrols along the section of roadway rather than be stationary waiting to be called out to stop a violator. The requirement for a non-spotter seat belt enforcement zone is enhanced visibility of the seat belt enforcement, whether by location selection or by additional signage. Non-spotter zones will be monitored by OHSP staff.

A minimum of 3 daytime seat belt enforcement zones will be required each week of the Memorial Day mobilization enforcement period by each participating county. A minimum of one seat belt enforcement zone will be conducted on the first day of the mandatory seat belt mobilization period in each county and one impaired driving enforcement patrol will be conducted the first weekend of each mandatory impaired driving enforcement period.

Based on a 2014 pilot with the Michigan State Police, OHSP will implement an approved enforcement strategy with strict guidelines to increase the visibility of seat belt enforcement on the highway using electronic message boards and seat belt enforcement zone signs. This modified zone enforcement strategy will be for use by local, county and state police that have highway/freeway jurisdiction.

During the impaired driving enforcement crackdown over three weeks surrounding the Labor Day holiday, a minimum of 3 saturation patrols will be scheduled.



Additionally for the Labor Day enforcement period, a minimum of two daytime safety belt enforcement zones will be conducted each week by each participating county.

Grant-funded law enforcement agencies statewide will be required to average a minimum of 1.09 equivalent stops per billed hour of seat belt patrol. Grant funded law enforcement agencies in the Lower Peninsula will be required to average a minimum of 1.29 equivalent stops per billed hour of impaired driving patrol and in the Upper

Peninsula required to average .72 equivalent stops per billed hour of impaired driving patrol.

Grant-funded Summer Enforcement

As mentioned previously, review of 2008-2012 crash data resulting in fatal and serious injuries involving alcohol and to unrestrained occupants was used to identify where grant-funded enforcement has the best potential to impact traffic crashes. Further review of this analysis indicates that the summer months of June, July, August, and September have a significant number of fatal and serious crash injuries. The overtime enforcement plan will expand to law enforcement agencies in an additional 24 counties during these months to conduct seat belt enforcement beginning on May 18 and impaired driving enforcement as early as June 1 through September 26, 2015 (see map on page 15.)

Mandatory enforcement periods will include, as applicable:

- May 18 – May 31, 2015 - seat belt
- July 1 – July 12, 2015 – impaired driving and seat belt
- August 21 - September 7, 2015–impaired driving and seat belt



Additional “seat belt enforcement zone” signs will be purchased. The estimated cost to purchase and ship 200 signs and stands is \$60,000.

It is estimated that \$1.81 million will be expended for all overtime enforcement of the seat belt law during the enforcement periods.

During impaired driving enforcement periods officers conduct saturation patrols, concentrating enforcement in high-crash areas. When drivers are observed committing a moving violation, the vehicle is stopped and the driver screened for possible alcohol violations. It is estimated \$2.43 million will be spent on all overtime enforcement of the impaired driving laws during the enforcement periods.

Grant-funded law enforcement agencies statewide will be required to average a minimum of 1.09 equivalent stops per billed hour of seat belt patrol. Grant funded law enforcement agencies in the Lower Peninsula will be required to average a minimum of 1.29 equivalent stops per billed hour of impaired driving patrol and in the Upper Peninsula, required to average .72 equivalent stops per billed hour of impaired driving patrol.

OPERATION C.A.R.E.



The Michigan State Police will be grant-funded by OHSP to enhance Operation C.A.R.E. efforts over the Thanksgiving holiday weekend, focusing the statewide safety effort on traffic violations such as speeding, aggressive driving, texting and driving, and impaired driving with a special emphasis on seat belt violations.

Materials will be created for this campaign and might include the following:

- Public Service Announcements
- Banners
- Placemats
- Handouts Community Service Troopers (CSTs) can distribute to establishments
- Group text messages with campaign information to universities

The overtime enforcement plan will include all state police posts during the Thanksgiving Day weekend, beginning on November 26 and ending November 30, 2014.

It is estimated \$300,000 will be spent on overtime enforcement.

DISTRACTED DRIVING ENFORCEMENT PILOT

In 2014, NHTSA announced that they would be conducting a National Distracted Driving Campaign April 10-15, 2014. An Enforcement Action Kit was created to help rally officers and alert the public to prepare for maximum high-visibility texting ban enforcement. NHTSA funded paid advertising ran April 7-15, 2014.

This effort was a part of the national "***U Drive. U Text. U Pay***" high-visibility enforcement (HVE) campaign that combines periods of intense anti-texting enforcement coupled with advertising and media outreach to let people know about the enforcement and convince them to obey the law.

Several pilot locations for conducting a distracted driving enforcement project during this time will be recruited in 2015. Survey questions about the distracted driving campaign will be added to the telephone surveys that are conducted prior to the seat belt mobilization and used to evaluate the success of the effort.

Earned Media

Traffic enforcement relies on publicity to aid in awareness. Earned media efforts are an important part of publicizing enforcement periods.

The October, March, May, and August enforcement periods will be supported by a five-week earned media strategy. A series of media releases will announce the upcoming enforcement, the start of paid advertising (when applicable), the launch of enforcement through media events, a mid-mobilization announcement, and finally the enforcement results.

In addition, other avenues to create community support for seat belt enforcement efforts will be investigated.

Other avenues to create public support for seat belt enforcement efforts will be developed in-house, with an increased emphasis on community education to enhance paid advertising and enforcement efforts.

Materials distribution may be through:

- EMS agencies throughout the State/ regional trauma networks
- Michigan Department of Transportation (MDOT) welcome centers, roadside parks and Transportation Service Centers
- Michigan Network of Employers for Traffic Safety (NETS) database list.
- Road Commissions (through the Road Builders Association and County Road Association of Michigan (CRAM))
- Gas pump top distribution
- Existing occupant protection, impaired driving, and motorcycle networks. These messages are relevant for all roadway users.



Several additional strategies will be pursued to enhance community involvement and awareness of traffic enforcement efforts:

1. Create a toolkit for general distribution available electronically to coincide with some or all of the mobilizations, including artwork that could be shared through social media sites, sample .15 and .30 second PSA scripts and talking points relevant to the message going out. Traditional mobilization theme or common mobilization theme elements with less enforcement emphasis/ more educationally or appeal based will be examined.
2. Make mobilization banners available through a direct mailing to distribution channels above, or on a request basis.
3. Partner with MDOT to use their emphasis on Towards Zero Deaths as a starting point for collaboration. The MDOT Superior Region has been receptive and proactive about scheduling electronic messaging board slogans during mobilization times and erecting banners at welcome centers in the region. The Northern Region has assisted in

distributing materials for OHSP. It is expected that this could be extended to the rest of the state.

The Communications Section will set mobilization press event dates at the same time that the grant shells go out (July) to ensure that grantees are aware of expectations as the media event dates will be included in the grant language. This will ensure that agencies are aware of their obligations to have shifts scheduled well ahead of time and will help to have greater enforcement visibility.

Paid Advertising

Paid advertising allows the state to create messages and target them where they stand to have the greatest influence for behavior change.

Advertising is developed with specific enforcement-themed messages directed toward young men and then placed on programs and stations, including the internet and Web sites most likely to reach this group during the summer mobilizations. Young men have lower seat belt use rates than women and are more likely to drive impaired. In addition, this group also is much more likely to be involved in injury and fatal crashes.

A strong emphasis will be placed on reach and frequency during concentrated two-week periods. Ads for the summer enforcement periods will play a week before enforcement and into the first week of enforcement. It is estimated more than one million dollars will be spent on paid advertising to support the summer enforcement periods.

Non-grant Funded Enforcement

All law enforcement agencies in the state are encouraged to take part in and support the statewide traffic enforcement periods, even if they do not receive grant funds. Through a special mailing, OHSP will provide background and support materials for the enforcement periods to all law enforcement agencies in the state.

Evaluation

A comprehensive and ongoing evaluation program can locate areas for improvement and more accurately pinpoint weaknesses or areas of particular success.

The two primary evaluation tools will be observational surveys of seat belt use and phone surveys to gauge awareness of messages and change in behaviors. Seat belt direct observation surveys will take place after the Memorial Day enforcement period, as well as after the Labor Day period. Phone surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts. The surveys will take place before and after each summer enforcement period and will include an oversample of young men.

LAW ENFORCEMENT TRAINING

Training enables law enforcement officers to be aware of and understand current issues to successfully address traffic safety priorities. Due to geographical distances in Michigan, it is often difficult for law enforcement officers to obtain new training due to the need to travel long distances in order to accomplish this task. OHSP will explore additional ways, including the contracting of a law enforcement liaison with duties to develop a traffic safety specialist program, in order to provide regional training that

would be a substantial cost and time savings for the law enforcement agencies in the outlying areas of the state.

The information provided can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic deaths, and injuries.

OHSP will host a training conference in the fall of 2015 in the Upper Peninsula, with an emphasis on traffic safety topics.

The following training courses will also be offered throughout the year to assist officers with detecting drunk/drugged drivers:

- Officers working grant-funded impaired driving overtime enforcement are required to have completed the NHTSA-approved Standardized Field Sobriety Testing (SFST) training. In addition, a refresher course for SFST training has been developed. It will be recommended that officers who were certified prior to 2010 attend a four-hour refresher no later than September 30, 2015. SFST training classes will be scheduled throughout the year.
- Advanced Roadside Impaired Driving Enforcement (ARIDE) training will be offered to address the gap between SFST and the Drug Recognition and Evaluation (DRE) program.
- Drug Recognition Expert (DRE) training will be scheduled.
- Prosecuting the Drugged Driver and Cops in Court training will be provided by the Prosecuting Attorney's Association of Michigan for law enforcement officers.

Officers working grant-funded seat belt enforcement overtime are required to have a trained zone leader present at all seat belt enforcement zones. Training will be provided by OHSP and zones will be monitored by OHSP staff to ensure the integrity of the program and appropriate visibility of the zone to the public.

Additional training coordinated and offered through the traffic safety specialist program might include:

Traffic Stop Challenges

This course teaches how to overcome situations encountered when conducting a traffic stop and recognize the body language or other conditions that may indicate an officer safety concern or that criminal activity is occurring. Topics include traffic stop safety procedures, ethical traffic stop functions, vehicle occupant behavior, observable conditions of criminal activity, driving under the influence of texting, and promoting positive traffic stop results.

Conducting Complete Traffic Stops or Safe and Legal Traffic Stops

Michigan created Safe and Legal Traffic Stops when the seat belt law was upgraded to primary enforcement in 2000. In general, the course was designed to provide patrol officers with specific methods for conducting professional vehicle stops. The program offered an awareness of the ethnic, racial, and cultural issues that officers are required

to deal with during a vehicle stop. The goal was to ensure that proper probable cause is achieved in all related vehicle traffic stops and that the stops are made in a consistent and professional manner.

Supervising a Selective Traffic Enforcement Program

This course uses data driven approaches to identify traffic problems and develop comprehensive programs. The elements of program development and grant concept development through focused problem identification, setting goals, writing S.M.A.R.T. objectives, developing action items, evaluation methods, public information and education and milestone charts to track the progress of the traffic safety program will be presented.

High in Plain Sight: Current Drug Trends

Officer Jermaine Galloway spoke at the Traffic Safety Summit on emerging trends in the drug world, drugged driving, and the impaired individual. Several people have requested his return for their departments. He talked about logos, stickers, and clothing associated with drug use, drug concentrates, paraphernalia associated with them, and electronic devices being used to conceal abuse of the drugs.

Trend Crash Data

Alcohol-Involved KA							
County	Year						
	2008	2009	2010	2011	2012	Total	Yearly Average
Wayne	174	183	175	158	167	857	171.4
Oakland	102	82	86	105	100	475	95
Kent	67	105	81	74	99	426	85.2
Macomb	92	72	85	76	60	385	77
Genesee	60	51	45	44	43	243	48.6
Washtenaw	41	39	42	47	41	210	42
Monroe	42	27	20	34	36	159	31.8
Jackson	38	24	26	38	26	152	30.4
Saginaw	38	31	31	25	25	150	30
Ingham	31	34	21	29	32	147	29.4
St. Clair	27	31	35	28	24	145	29
Kalamazoo	28	26	23	31	32	140	28
Ottawa	40	17	29	26	27	139	27.8
Allegan	35	29	18	19	37	138	27.6
Berrien	35	21	32	31	18	137	27.4
Muskegon	30	23	22	24	27	126	25.2
Calhoun	19	29	22	26	21	117	23.4
Eaton	15	20	29	26	20	110	22
Livingston	30	27	14	18	21	110	22
Tuscola	23	22	19	18	26	108	21.6
Van Buren	25	25	16	13	20	99	19.8
Bay	18	23	11	19	25	96	19.2
Isabella	21	19	23	21	7	91	18.2
Lenawee	20	22	19	14	15	90	18
Montcalm	19	16	17	12	12	76	15.2
Newaygo	6	19	17	9	18	69	13.8
St. Joseph	12	14	18	11	13	68	13.6
Clinton	25	8	8	9	10	60	12
Marquette	14	11	17	8	10	60	12
Ionia	17	14	12	5	11	59	11.8
Barry	17	10	7	9	11	54	10.8
Midland	10	11	4	17	11	53	10.6
Shiawassee	11	14	7	9	11	52	10.4
Grand Traverse	7	10	9	14	10	50	10
Lapeer	11	3	9	10	14	47	9.4
Wexford	14	12	5	5	11	47	9.4
Chippewa	15	9	7	9	6	46	9.2
Mecosta	6	17	9	8	6	46	9.2
Clare	11	10	13	4	7	45	9
Cass	13	8	4	6	13	44	8.8
Hillsdale	12	8	11	2	11	44	8.8
Sanilac	11	16	6	4	7	44	8.8
Mason	6	10	7	6	13	42	8.4
Otsego	11	7	10	4	7	39	7.8
Gladwin	7	7	14	3	7	38	7.6

Alcohol-Involved KA							
Cheboygan	10	1	11	9	5	36	7.2
Antrim	5	3	10	6	9	33	6.6
Crawford	3	14	4	3	9	33	6.6
Houghton	9	7	7	6	4	33	6.6
Roscommon	11	7	9	2	4	33	6.6
Kalkaska	7	9	4	9	3	32	6.4
Arenac	4	5	7	7	8	31	6.2
Ogemaw	9	3	9	4	6	31	6.2
Branch	8	8	2	4	7	29	5.8
Gratiot	7	8	6	3	4	28	5.6
Iosco	6	4	6	6	6	28	5.6
Charlevoix	11	5	5	4	2	27	5.4
Mackinac	5	8	6	5	3	27	5.4
Alpena	6	13	7	0	0	26	5.2
Dickinson	6	3	7	6	4	26	5.2
Menominee	6	5	3	4	8	26	5.2
Leelanau	5	4	5	5	5	24	4.8
Huron	7	3	7	3	3	23	4.6
Manistee	7	5	5	3	3	23	4.6
Oceana	3	5	5	2	8	23	4.6
Osceola	3	3	6	6	5	23	4.6
Delta	3	3	6	7	3	22	4.4
Emmet	3	5	3	6	5	22	4.4
Ontonagon	8	2	6	5	1	22	4.4
Alcona	2	5	7	1	6	21	4.2
Gogebic	4	5	6	3	3	21	4.2
Iron	1	9	3	4	3	20	4
Lake	4	5	4	3	3	19	3.8
Missaukee	6	5	6	1	1	19	3.8
Benzie	3	5	1	3	6	18	3.6
Schoolcraft	6	3	2	6	1	18	3.6
Alger	3	1	5	3	4	16	3.2
Montmorency	3	1	5	1	2	12	2.4
Presque Isle	1	5	1	2	2	11	2.2
Baraga	6	2	1	1	0	10	2
Oscoda	4	1	1	1	1	8	1.6
Luce	2	0	3	0	2	7	1.4
Keweenaw	1	0	0	1	3	5	1

Unrestrained KA							
County	Year						
	2008	2009	2010	2011	2012	Total	Yearly Average
Wayne	222	276	260	276	273	1307	261.4
Oakland	84	90	97	134	118	523	104.6
Macomb	61	59	88	86	76	370	74
Kent	50	60	73	73	83	339	67.8
Genesee	42	52	42	57	45	238	47.6
Washtenaw	29	39	41	52	35	196	39.2
Kalamazoo	26	31	29	37	38	161	32.2
Monroe	36	24	29	22	47	158	31.6
Muskegon	25	23	37	31	33	149	29.8
Berrien	25	32	45	22	20	144	28.8
Ingham	24	31	25	34	29	143	28.6
Saginaw	32	27	33	26	23	141	28.2
Jackson	21	34	28	28	28	139	27.8
St. Clair	18	29	26	28	30	131	26.2
Allegan	30	33	21	15	19	118	23.6
Calhoun	29	32	15	21	20	117	23.4
Livingston	20	19	29	25	24	117	23.4
Ottawa	39	23	14	13	16	105	21
Van Buren	23	23	18	16	12	92	18.4
Eaton	22	14	16	15	16	83	16.6
Lenawee	21	16	18	9	17	81	16.2
Montcalm	10	13	19	16	22	80	16
Tuscola	11	18	15	11	21	76	15.2
Bay	14	15	13	14	18	74	14.8
Lapeer	21	17	13	14	9	74	14.8
St. Joseph	8	13	18	16	16	71	14.2
Ionia	17	12	16	10	13	68	13.6
Isabella	12	11	19	13	12	67	13.4
Hillsdale	13	14	7	10	11	55	11
Sanilac	21	14	6	4	8	53	10.6
Cass	15	4	10	11	12	52	10.4
Grand Traverse	12	5	13	12	10	52	10.4
Barry	9	11	10	9	12	51	10.2
Midland	10	12	8	10	8	48	9.6
Marquette	7	8	5	11	14	45	9
Gratiot	8	12	6	9	9	44	8.8
Ogemaw	16	8	8	5	7	44	8.8
Mecosta	4	17	9	8	4	42	8.4
Wexford	12	10	5	8	6	41	8.2
Newaygo	8	10	7	11	4	40	8
Clinton	12	10	6	5	6	39	7.8
Chippewa	7	10	6	7	8	38	7.6
Clare	10	7	7	5	9	38	7.6
Houghton	11	9	9	8	0	37	7.4
Otsego	10	6	8	9	3	36	7.2
Shiawassee	7	6	8	7	7	35	7

Unrestrained KA							
Branch	5	9	6	4	10	34	6.8
Cheboygan	10	5	9	3	7	34	6.8
Mason	9	7	7	3	8	34	6.8
Huron	6	5	13	6	3	33	6.6
Crawford	4	12	4	7	4	31	6.2
Roscommon	8	7	3	6	7	31	6.2
Delta	3	5	6	11	5	30	6
Osceola	6	7	4	6	7	30	6
Iosco	7	4	8	4	5	28	5.6
Arenac	6	4	3	8	6	27	5.4
Charlevoix	8	2	1	9	7	27	5.4
Gladwin	4	3	9	5	4	25	5
Menominee	5	5	7	3	5	25	5
Alpena	5	6	6	4	2	23	4.6
Kalkaska	8	4	4	2	5	23	4.6
Manistee	5	6	5	3	3	22	4.4
Dickinson	7	1	4	6	3	21	4.2
Oceana	5	3	7	4	2	21	4.2
Missaukee	8	3	3	2	4	20	4
Emmet	3	3	5	4	4	19	3.8
Alcona	2	3	5	1	7	18	3.6
Antrim	4	4	5	3	1	17	3.4
Gogebic	2	4	5	4	2	17	3.4
Mackinac	5	5	3	0	3	16	3.2
Benzie	4	3	2	1	5	15	3
Alger	6	5	2	0	1	14	2.8
Schoolcraft	4	4	0	6	0	14	2.8
Lake	4	3	4	1	1	13	2.6
Leelanau	2	2	3	3	3	13	2.6
Montmorency	4	1	4	2	2	13	2.6
Baraga	7	2	2	1	0	12	2.4
Iron	2	3	3	2	2	12	2.4
Ontonagon	4	2	2	3	1	12	2.4
Presque Isle	2	4	1	2	2	11	2.2
Luce	3	1	3	1	2	10	2
Oscoda	1	3	2	1	2	9	1.8
Keweenaw	2	1	0	1	2	6	1.2

Proposed locations for FY15 Traffic Enforcement

